

Listing of Claims

1. (currently amended) A continuously interactive multiple medium rapid response marketing system for business enterprise comprising:

(a) means for selecting marketing communications activity wherein said marketing communications activity includes at least two media selected from the group of: magazine, newspaper, radio, television and web site ;

(b) means for collecting on an ongoing basis performance data for each of said at least two selected marketing communications ~~activity~~ activities;

(c) means for processing on an ongoing basis in a common reporting interface said marketing communications ~~activity~~ activities performance data of each of said at least two selected marketing communications activities, wherein said performance data is continuously integrated with strategic business objective(s) thereby permitting the rapid monitoring on an ongoing basis of the performance of each of said at least two marketing communications activities relative to obtainment of business goal(s) or objective(s);

(d) means for evaluating on an ongoing basis said processed integrated performance and business objective(s) data of all selected marketing communications ~~activity~~ activities of said common reporting interface thereby determining the respective contributions of each of said at least two selected marketing communications activities to said business goal(s) or objective(s); and

(e) means for reacting concurrently with said evaluating means by modifying if necessary ongoing marketing communications ~~activity~~ activities.

2. (original) A marketing system according to claim 1 wherein evaluating said processed performance data of marketing communications activity comprises evaluation relative to the expected contribution of marketing communications to the business objectives of said business enterprise.

3. (original) A marketing system according to claim 1 wherein said marketing communications activity comprises functions and associated financial costs thereof comprising printed or electromagnetic-based media.

4. (original) A marketing system according to claim 1 wherein said processing of marketing communications activity data further comprises historical performance data.

5. (original) A marketing system according to claim 3 wherein said media comprises the Internet.

6. (currently amended) A marketing system according to claim 1 wherein said marketing communications ~~activity~~ activities performance data is collected by manual, electronic or telephonic monitoring means.

7. (currently amended) A marketing system according to claim 1 wherein said means for data processing of performance data integrates varied data sources and comprises a common electronic reporting interface means.

8. (currently amended) A marketing system according to claim 7 wherein said performance data sources comprise media contracts, media delivery information, survey information, call center volume, store foot traffic, sales scanner data, focus group responses or web site traffic or combination thereof.

9. (currently amended) A marketing system according to claim 7 wherein said performance data is processed, organized, and maintained in a centralized database, multiple databases, or combination thereof.

10. (currently amended) A marketing system according to claim 2 1 wherein said business objectives comprise customer acquisition, customer retention, branding, intellectual property acquisition, conversion, insight, development of international business relationships or customer bases, increased revenues, diversification of products or services, increased profits, personnel recruitment, or public relations or combination thereof.

11. (currently amended) A marketing system according to claim 1 wherein said rapid response marketing system is maintained on an ongoing basis for the duration of a multiple medium marketing communications campaign.

12. (original) A marketing system according to claim 1 wherein said reacting to said evaluation of marketing communications activity involves no modification, or modification of marketing activity by increasing or decreasing some or all of marketing communications activities, deleting selected activities, adding new

marketing activities, or altering the messaging of selected marketing communications activity.

13. (currently amended) A method for construction of individualized performance based continuously interactive multiple medium marketing systems for business enterprises comprising:

- (a) identifying the expected contribution of marketing communications to the business objectives of said business enterprise wherein said marketing communications includes at least two communications selected from the group of: magazine, newspaper, radio, television and web site;
- (b) identifying performance metrics of said marketing communications comprising a performance model or standards to measure accomplishment of said business objectives;
- (c) identifying industry marketing communications information, past and current marketing communications activities and history thereof, if any, of said business enterprise;
- (d) identifying available interactive marketing tools;
- (e) selecting a marketing communication strategy comprising selecting marketing tools of the business enterprise or available interactive marketing tools sufficient to accomplish the expected contribution of multiple medium marketing communications to the business objectives of said business enterprise;
- (f) selecting a means for monitoring said marketing tools on an ongoing basis;

- (g) selecting a means for evaluating on an ongoing basis the identified performance metrics relative to said business objectives;
- (h) selecting a means for reacting concurrently with said evaluating of said performance metrics relative to said business objectives wherein modification of individual media of said marketing communications may be done while said marketing communications are ongoing;
- (i) implementing said continuously interactive marketing system.

14. (currently amended) A method for the construction of individualized performance based continuously interactive rapid response marketing systems for business enterprises optimizing multiple medium marketing communications activity comprising:

- (a) selecting marketing communications activity wherein said marketing communications activity includes at least two media selected from the group of: magazine, newspaper, radio, television, web site;
- (b) collecting performance data of each of said selected marketing communications activity relative to business objective(s) of said business enterprise ;
- (c) processing said marketing communications activity performance activity data relative to said business objective(s) of said business enterprise;
- (d) evaluating said processed performance data of all marketing communications activity to determine the relative contributions of each of said selected marketing communications activities to said business objective(s) ;

(e) reacting concurrently with said evaluation ~~evaluating~~ by modifying if necessary ongoing marketing communications ~~activity~~ activities.

15. (original) A method according to claim 14 wherein said evaluating of said performance data of marketing communications activity comprises evaluating relative to the expected contribution of marketing communications to the business objectives of said business enterprise.

16. (cancelled) A method for optimizing marketing communications activity which comprises using a continuously interactive rapid response marketing system.

17. (cancelled) A method according to claim 16 wherein said marketing system comprises:

(a) means for selecting marketing communications activity;

(b) means for collecting performance data of said selected marketing communications activity;

(c) means for processing said marketing communications activity performance data;

(d) means for evaluating said processed performance data of all marketing communications activity;

(e) means for reacting to said evaluation by modifying, if necessary, marketing communications activity.

18. (cancelled) A method according to claim 17 wherein evaluating said processed performance data of marketing communications activity comprises evaluation relative to the expected contribution of marketing communications to the business objectives of said business enterprise.